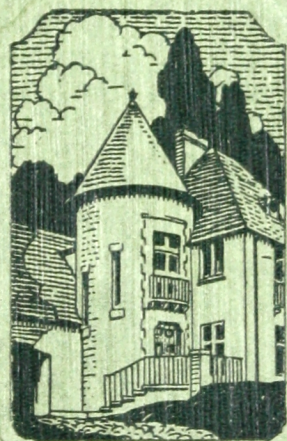


254. —1

TOWN AND  
COUNTRY HOUSES  
of  
CONCRETE  
MASONRY





TOWN AND  
COUNTRY HOUSES  
OF  
CONCRETE  
MASONRY





TOWN *and* COUNTRY  
HOUSES  
*of*  
CONCRETE  
MASONRY



PORTLAND CEMENT ASSOCIATION  
CHICAGO





*Garden entranceway to the home of Mr. I. Eisner at Los Angeles, California, other photographs of which are shown on page seven*



# Town and Country Houses of Concrete Masonry



WHILE size provides the opportunity for distinctive individuality in the plan, the attainment of an ideal home depends largely upon the use of construction materials which readily adapt themselves to the conception of the architect and the hand of the artisan.

On the selection of materials depends exterior beauty and substantial dignity, subtle characteristics by which the judgment and culture of the occupants are often measured. Safety and economy, including resistance to fire and freedom from upkeep, obviously depend largely upon the use of permanent, fire-resistive construction. Whether the house proposed be large or small, it is remarkable that there exists one material which answers not only requirements of economy and permanence, but provides as well the widest range of beautiful architectural treatment. That is concrete.

"Concrete" ordinarily brings to mind great bridges, broad highways, massive buildings, mighty dams. Now it has assumed an added meaning, derived from its plastic nature and its wide versatility: the suggestion of distinctive homes, eminently substantial, yet dignified and beautiful with artistic embellishment.

Through the medium of concrete structural units, the builder can utilize masonry construction accepted as best

fitting this type of work, with greater possibilities for expression and fewer limitations in form, texture and color than with any other type of construction.

A number of distinctive concrete masonry homes are shown on the following pages, some built of surfaced structural units; others exemplifying the possibilities of portland cement stucco, with its endless variety of pleasing finishes and color tones, selected to suit the architectural motif of the house.

Portland cement stucco mellows like the exteriors of age-cured Mediterranean structures, the gay and colorful ones of old Spain, or presents the glistening white of the colonial manse, or a sedate, but interesting, buff or grey. Pleasing reds, blues, yellows, greens, browns, for accent or contrast, or numberless soft tints, all can be produced by the use of colored aggregate or non-fading mineral coloring pigments. The result is a permanently beautiful house charmingly blended in texture and color to harmonize with its surroundings.

Concrete masonry walls form the ideal base for portland cement stucco. Built of concrete block or tile, stucco bonds with their surface as one homogeneous mass, secure against cracking or peeling.

Equally important with wall construction and exterior finish are roof and floor materials. For years many homes of the better class have been built with rein-

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forced concrete floors, surfaced or inlaid with Dutch, Spanish or Italian tile, terrazzo, linoleum or hardwood flooring. A variety of attractive coverings are used, giving to each room appropriate and distinctive treatment in harmony with furnishings and the general scheme of interior decoration. Concrete floors are absolutely essential for fire prevention. To provide fire protection consistent with the rest of the structure, as well as to afford the artistic and finished appearance desired, concrete roofing tile, available in many sizes, shapes and colors are generally employed.

From roof to basement, concrete masonry construction represents the *maximum in firesafeness*. Almost invariably, adequate means of fire fighting is lacking in the vicinity of a country or suburban house. Inadequate water supply or deficient pressure, and difficulties of site all combine to suggest the advisability of firesafe construction.

Fire is not a remote contingency. Year after year, fine suburban estates, residences, country clubs and even city homes are destroyed by fire, frequently with a toll of life in addition to the loss of irreplaceable treasures. Experience has taught that no reasonable amount of fire fighting apparatus can substitute for the safety or the ease of mind guaranteed by firesafe construction.

Firesafeness is but one of the proven advantages of concrete masonry; its resistance to weather and wear doubly enhance its value to the builder of a fine house or an estate; while of all building materials it affords the greatest economy, considering both original cost and maintenance.

Concrete building units of high quality are available everywhere. If you do not know the location of manufacturers, a letter or a telephone call to our nearest District Office (see page twenty) will bring the desired information.





THE HOME OF  
MR. LEN C. DAVIS



CLARENCE L. JAY  
PASADENA, CALIFORNIA  
*Architect*

*Careful manipulation of materials has given this residence at Glendale, California a bold ruggedness, yet there is no lack of delicate detail, as evidenced by the ornamentation about the central doorway. The closeup of the west elevation emphasizes the beauty of line and appropriateness of the stucco texture*







THE HOME OF DR. FRED HODGES  
DUNCAN LEE, RICHMOND, VIRGINIA, *Architect*

*In this home of concrete masonry at Locklane, Richmond, Virginia, dormered, sloping roof and prominent chimney produce an unusually attractive effect. The closeup views show careful supervision of the architectural details*







THE RESIDENCE OF  
MR. I. EISNER



GORDON B. KAUFMANN  
LOS ANGELES, CALIFORNIA  
*Architect*

*Light and shadow and setting combine  
with the work of the architect to give  
unique charm to this imposing  
Los Angeles residence*

*An archway into the patio. Smooth  
stuccoed walls, delicately molded col-  
umns, artistically wrought window  
gratings and irregular stone flagging,  
give an atmosphere of mellowness  
to the house*







THE  
COUNTRY ESTATE  
OF  
MR. HAROLD WEEKES



GROSVENOR ATTERBURY  
NEW YORK, N. Y.  
*Architect*

*Substantialness is the keynote of this dignified residence at Islip, Long Island, constructed of large, specially surfaced building block. Leaded windows and steeply pitched roof enhance the beauty of the structure. The detail view shows the effective variegation in the color tone of wall units*







## THE RESIDENCE OF MR. JOHN TREANOR

ROBERT D. FARQUHAR  
LOS ANGELES, CALIFORNIA  
*Architect*



*This imposing Spanish residence at Los Angeles is completely at home in its sunlit, garden setting. The round top, iron strapped doors, patio with plants and gay awnings and the stucco texturing are typical of the best in California Spanish architecture*





## THE HOME OF MR. C. V.

H. GEORGE FINK  
MIAMI, FLORIDA  
*Architect*

*Rarely has the Mediterranean style been so completely realized in Florida, where concrete masonry has become a tradition. The home pictured here, with its grooved arches, Coral Gables, Miami.*

*Not only on the exterior has portland cement been used, but the interior walls and ceilings as well. The floor is covered in some instances with polished concrete, as in the stairway. Concrete architectural stone adorns the fireplace.*

*Tropical setting and brilliant sky are in keeping with the coloring possible in residences of concrete masonry. The walls of Mr. De Long's house are of a textured concrete with a tinting of pink, while the exterior is a light cream color to have a touch of lavender. A many-colored rug is in the center of the sun room. Florida home built in the plasticity of concrete, with which no architectural expression.*



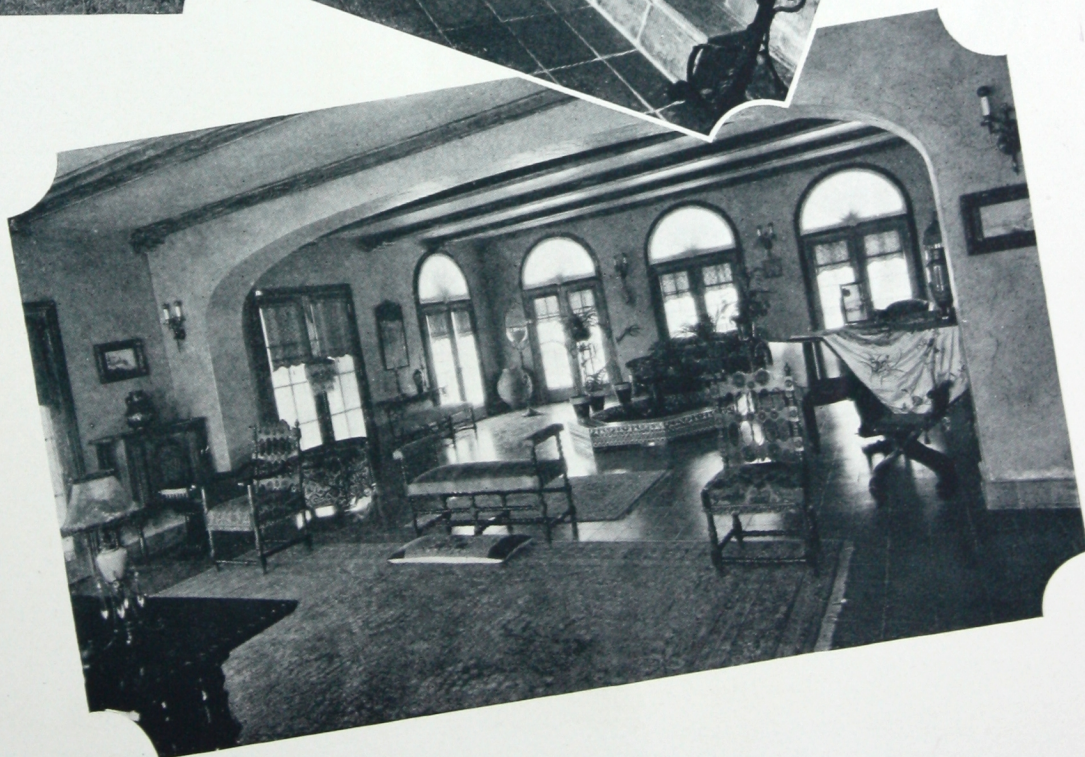


W. DE LONG

so consistently employed as in  
the standard of construc-  
group of interior views is at

ment stucco been used, but on  
The floors are of concrete  
concrete floor tile, as is the  
the fireplace.

in keeping with the beautiful  
masonry. The interior walls  
are golden tan with a faint  
light buff, at times appearing  
colored tile fountain occupies  
evidence strikingly the  
architectural motif is beyond







THE HOUSE  
OF  
MR. E. J. LONGYEAR



WILLIAM LEE WOOLLETT  
LOS ANGELES, CALIFORNIA  
*Architect*

*Ruggedness is the predominat-  
ing effect of this residence at  
Altadena, California, set against  
a background of dimly outlined  
mountains. Interesting lines, for  
example in this outside stairway  
are by no means destroyed  
by the plain massing*







THE SUBURBAN HOME  
OF MR. J. RICH STEERS

CARRERE AND HASTINGS  
*and*  
BLAKE AND BUTLER  
NEW YORK, N. Y.  
*Architects*



*A beautiful suburban estate at Purchase, New York, built of surfaced concrete masonry units, after the elaborate colonial style*

*(Above) A closeup of the facade, emphasizing the regularity and substantial effect of concrete masonry*

*(Left) Loggia at the rear of the house, facing an expansive terrace. Attractive use is made of columns both front and rear*





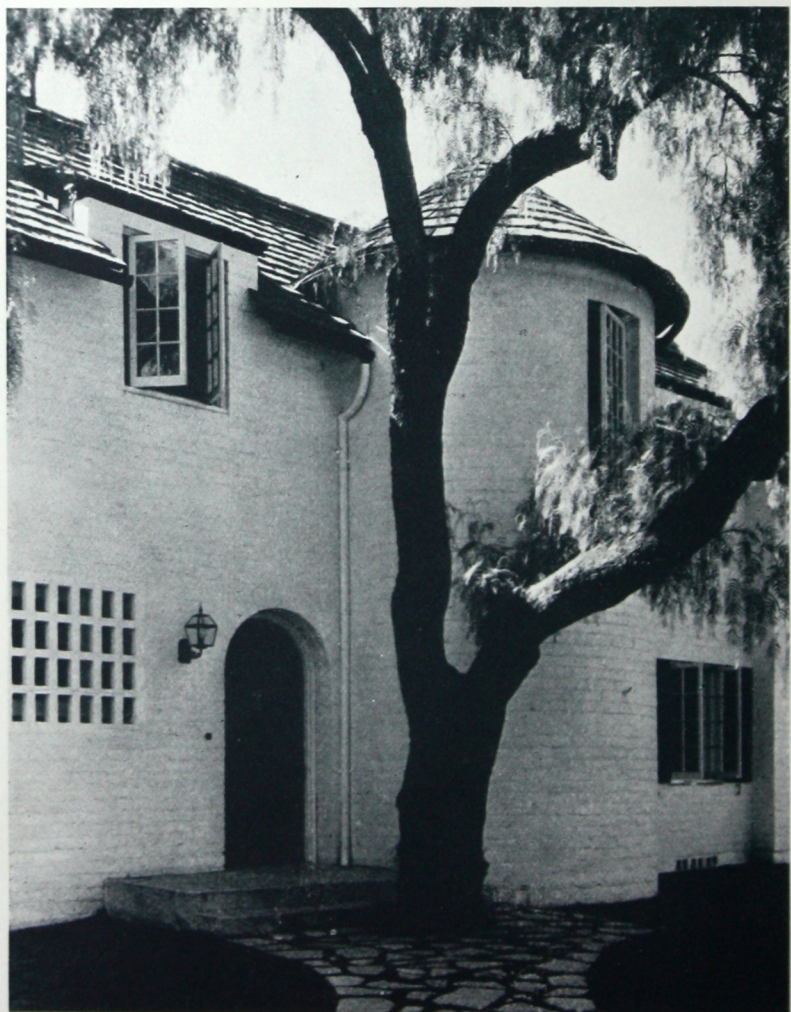
THE HOME OF  
MR. ROGER B. EMMONS



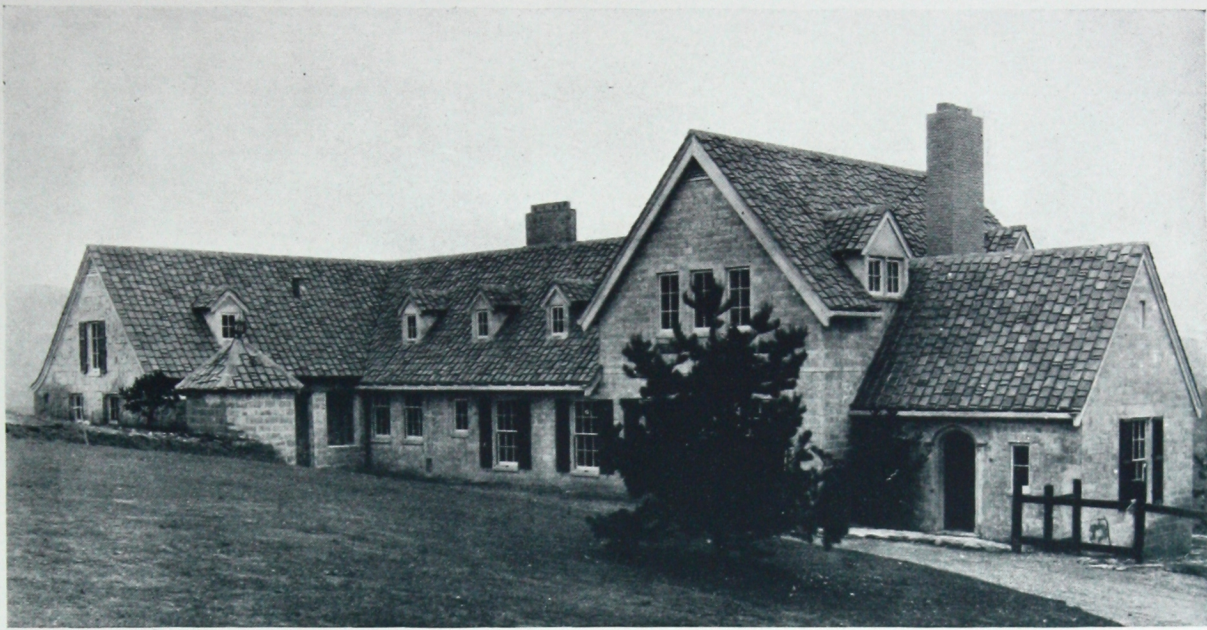
WITMER AND WATSON  
LOS ANGELES, CALIFORNIA  
*Architects*

*Like some fairy castle is this striking residence at Pasadena, with its walls of concrete tile, painted white. There is a French motif in the tower with its slender window*

*(At right) A detail of the doorway, shaded by a splendid old tree growing out of the flagged walk. Casement windows bear out the continental effect*







### THE HILLSIDE HOME OF MR. PAUL FLANDERS

HENRY H. GUTTERSON, SAN FRANCISCO, CALIFORNIA, *Architect*

*Gable roof and windows give character to this interesting hillside home at Outland, Carmel, California. Concrete block, irregularly placed, form the principal structural unit*

### THE IMPOSING ESTATE OF MR. F. S. HARKNESS

LORD AND HEWLETT, NEW YORK, N. Y., *Architects*

*This home is designed after the manner of the Italian Renaissance and is built entirely of concrete masonry. It is located at New London, Connecticut*







THE HOUSE OF THE PRESIDENT  
BELOIT COLLEGE, BELOIT, WISCONSIN  
DOWLING AND MILLER, CHICAGO, ILLINOIS, *Architects*



*A fine colonial house built of concrete masonry and covered with portland cement stucco. Spacious grounds emphasize the dignity of this residence*  
(Above) *An interesting stairway, true to the colonial type in its contrast of light and dark woods*  
(Left) *A closer view of the rather formal entrance with its open balcony above*





A FRENCH CHATEAU  
AT WILLIAMS CREEK  
ESTATES  
INDIANAPOLIS, INDIANA



PIERRE AND WRIGHT  
INDIANAPOLIS, INDIANA  
*Architects*

*A French chateau set in spacious woodland to conform with the surroundings of its honored predecessors*

*The closeup view shows to advantage the stairway tower and entrance and the stucco texture. The climbing, slender windows accentuate the tower massing typical of the design*







THE RESIDENCE  
OF  
DR. STUART  
MACLEAN

§

CLIFTON LEE  
RICHMOND, VIRGINIA  
*Architect*

*This dignified house in Richmond, Virginia, illustrates the pleasing adaptability of concrete masonry, stucco covered, to the massed wall areas and plain architectural treatment typical of the modern adaptation of the Italian design*



(Right)  
*A view through the columned  
entranceway*





THE COUNTRY ESTATE OF  
MR. LEO M. MEEKER

E. D. CAMOMILE — DE LUXE BUILDING CO.  
LOS ANGELES, CALIFORNIA  
*Designer*



*A country estate on the hills of Brentwood Park, near Los Angeles, California. Delicate balustrades and arches, paneled windows, broken roof, and imposing, formal doorway, all are part of the Italian majesty of this concrete masonry residence*



## PORTLAND CEMENT ASSOCIATION

*A National Organization to Improve and Extend the Uses of Concrete*

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